

Sale of COATS For Girls, Misses and Juniors

Sizes 6 to 14 Years
Worth \$7.98, \$8.98
and \$10.00, for..... **\$4.88**

Sizes 13 to 19 years
Worth \$10.00, \$12.50
and \$15.00, for..... **\$6.75**

We obtained these coats from a maker who found himself overstocked as the result of continued unseasonable weather, and tomorrow we share the advantages of our under price purchase with you.

All the newest and dressiest styles are here, in every approved material and design, including coats of all-wool chevrons, ribbings, plaids, checks, astrakhan, plain and striped chevrons, box boucles, mixtures and novelty costings.

Styles embrace the fashionable cape effects, the jaunty Sport and College Coats, in over 25 different models.

All the leading colors and combinations represented, in all sizes from 6 to 14 years for girls and misses and 13 to 19 years for juniors.

Second Floor, Junior Dept.

A Notable Sale Offering of Five Hundred Beautiful Trimmed Hats

Regular \$7.00 and \$8.00 Values
Offered Tomorrow at... **\$3.98**

One glance at the Hats in this wonderful collection of smart millinery will tell you they are worth double the sale prices named for tomorrow's event. The smartness of the styles, the quality of the materials and the effectiveness of the trimmings all combine to create an opportunity of unparalleled saving importance.

Choice is offered of a complete assortment of the newest and most approved shapes and styles—every hat with a distinctiveness found only in millinery of the highest class. There are hats to suit every fancy and every face—all at the lowest prices ever named for such fine quality.

Fine quality silk velvets form the materials, with handsome trimmings of fur, ostrich feathers, novelty feathers and other effects, in black and all the wanted colors, such as red, American beauty, sand and brown. Every shape from small to large is shown. Sale prices, \$3.98 and \$4.98—for values worth twice as much.

Girls' Trimmed Hats Sale of Ostrich Plumes

Worth \$3.50 to \$5.00, at... **\$1.98**

Remarkable values for Saturday—Fine Quality Plumes with large, full heads and long fibers. Colors are pink, mauve, champagne, new blue, shaded effects, also black and white. The most popular trimmings for dress hats.

Men's \$1.50 to \$2.00 Shirts

With the Famous "Nek-gard" Feature

Here's news that should crowd our Men's Furnishing Department with appreciative shoppers tomorrow—a sale of the famous "Faultless" Shirts, with the patent "Nek-gard"; an exclusive feature of this shirt and one which insures comfort and satisfaction.

Materials are French and Domestic Flannels, Rep Cloth, Soisette, Duetette, Silk Striped Madras, Percales and Silk-and-Linen fabrics. Made with soft or laundered cuffs, plain or pleated bosoms.

Choice of values worth \$1.50, \$2.00 and \$2.50 for 95c each.

Men's American Knitting Mills Pure Australian Wool Underwear, shirts and drawers, all sizes. Worth \$2.50. Sale price... **\$1.69**

Men's Spring Lake Balbriggan Union Suits, medium and heavy weights; made with closed crotch. Worth \$1.50. Sale price... **85c**

Men's American Knitting Mills underwear, medium weight; shirts with bound fronts; drawers made with satin waistbands and reinforced seat. Worth \$1.50. Sale price... **95c**

Men's Domestic Flannel Pajamas, some trimmed with silk frogs, others with bound edges and finished with pearl buttons. All sizes. Worth \$1.50. Sale price... **95c**

Men's Heavy-weight Fleece-lined Underwear, Jaeger and crew colors. Shirts and drawers to match. All sizes. Worth \$2.00. Sale price... **35c**

Men's Velvet Ribbed and Heavy Balbriggan Ribbed Underwear, shirts and drawers. Values worth \$1.00 and \$1.25 each. Sale price... **69c**

Men's Plain Gray Wool Sweaters, made with short collars and ruff necks; odd sizes. Values worth up to \$5.00. Sale price... **\$1.79**

Men's Worsteds Ribbed Underwear, shirts with French necks and faced with satin; drawers with reinforced seat and satin waistbands. Values worth \$1.50. Sale price... **69c**

Men's Natural Wool Underwear, "Economy" make, subject to very slight imperfections that will not interfere with the wear. Worth \$1.00. Sale price... **49c**

Men's Heavy-weight Cardigan Sweaters, made with V-necks or shawl collars; in blue, brown, light and dark Oxford. Values worth \$5.00 each. Sale price... **\$3.39**

Men's "Y. K. & Y." Sweaters, in plain gray; made with V-necks. Worth \$1.25 each. Sale price... **79c**

Men's Heavy-weight Domestic Flannel Nightrobes, all sizes from 14 to 20. Worth 75c. Sale price... **45c**

Men's Handmade All-wool Cardigan Jackets, in black, blue, gray and brown. Worth \$5.00 each. Sale price... **\$3.79**

Men's "Korset" Made Heavy Wool Sweaters, made with V-necks and guaranteed buttonholes; in maroon, blue, light and dark Oxford. Regular 2.50 value. Sale price... **\$2.50**

Men's Extra Heavy-weight Domestic Flannel Nightrobes, some bell shape and 60 inches long. Values worth \$1.00 and \$1.50. Sale price... **69c**

Men's Lewis-make Wool-mixed Merino Union Suits, made with patterned closed crotch. Worth \$3.00. Sale price... **\$1.89**

Women's \$3.00 and \$3.50 Shoes at \$2.45 Pair

To make Saturday one of the busiest days of the Challenge Sale we've lowered the price on some of our most popular lines of Women's \$3.00 and \$3.50 shoes, giving you an opportunity to make savings of the most unusual character.

At \$2.45 choice offered of several new fall styles in Button, Blucher and Lace shoes of patent calf, gun metal and vici kid leathers—a showing that embraces all the smart and up-to-date models and lasts preferred by particular women, including shoes with cloth as well as leather tops.

All sizes from 2 1/2 to 8 in this special sale at \$2.45 pair.

Boys' and Children's Shoes of patent calf and gun metal leathers, in button and blucher styles, good serviceable styles and comfortable lasts, in sizes from 10 to 13 1/2 and 1 to 5 1/2. Regular \$2.00 and \$2.50 values at... **\$1.48**

Coats for Little Folks

A Special Purchase of New Fall and Winter Garments Worth up to \$7.50, at... **\$4.98**

Unusually smart and becoming styles for wee folks from 2 to 7 years of age—specially priced for tomorrow's sale.

Brand new models in handsome Corduroys, Wool Chinchillas, Heavy Mixtures and Zibelines. Made with wide drop belts and collars and cuffs of velvet. Side button effects and the stylish Cape Coats in the lot.

All warmly lined and nicely tailored. Bring the little one here tomorrow for one of these charming coats at \$4.98.

Third Floor.

59c German Silver Vanity Cases

44c

Neat attractive shapes—reproduction of the most expensive kind of Oxydized or polished silver in a puff, coin holder, mirror and card case. Jewelry Dept.

Big Ribbon Sale

Thousands of Yards of High-Class Novelty Effects, Selling Regularly at 50c and 60c a yard, for... **29c**

A sale of ribbons that means savings of half price and nearly half on the choicest styles and most wanted effects for hair bows, girdles, sashes and millinery trimmings.

Exquisite patterns in Fancy Ribbons; in a wide range of light and dark effects, also all the most called-for shades in moires and satins; widths up to 7 inches.

Come early and secure first choice of these wonderful ribbon bargains at 29c a yard.

Beautiful Ribbons, up to 6 inches wide, consisting of flowered Effects, Draperys, Roman Stripes, Moire and Satin Ribbons, etc., in a complete assortment of plain, shades and handsome combinations, also self stripes, in satins and moires. Regular 25c and 30c qualities at... **17 1/2c**

Men's and Young Men's \$18.00, \$20.00 and \$22.50 Hand-Tailored Suits and Overcoats

Extraordinary Values at... **\$12.75**

Don't miss this sale of Suits and Overcoats—the biggest event of the season!

It's clothing of the highest class—from a maker whose product enjoys a reputation for style, quality and good tailoring that is countrywide. This fact, coupled with price savings of a third to nearly a half, makes this the most important clothing sale of the season.

The Overcoats

Men's Overcoats, fashioned of the newest materials and shown in a variety of designs, suitable for all occasions. Included in the lot are the newest fall and winter models, such as single and double breasted form fitting, with and without belts, and set-in sleeves; made with velvet and self collars. Also the stylish business coat model, as well as the more conservative styles. Sizes 32 to 46.

The Suits

Of black unfinished worsteds, fine blue serge, also tartan plaids, pin stripes, checks, dark silk mixtures, self-striped blues and dark browns, in a large assortment of latest designs. Fine English models, form fitting, long and short lapels, plain and cuffed sleeves, also regular and conservative styles. Every garment hand tailored. Sizes 32 to 46, including stouts.

Boys' 2-Pants Suits

Here's news to delight parents of boys—a sale that provides the greatest economies offered this season in Boys' Clothing. Two big special groups of Boys' Suits, every suit with TWO PAIRS OF PANTS, have been arranged at prices that mean savings well worth every thrifty shopper's immediate attention. You cannot equal the values elsewhere in the city—bring your boy here Saturday and fit him out for the cold weather in one of these splendid suits.

Boys' Extra Heavy Winter-weight School Suits, of fancy mixed grays and browns; patch pocket; yoke Norfolk models, with stitched-on belt, and TWO PAIRS of full-cut knickerbocker pants; sizes 6 to 17 years. The identical suits advertised elsewhere as big \$4.00 values here at... **\$2.85**

Boys' All-wool Combination Suits, in the popular tartan plaids, fancy checks, two-toned mixtures and colored plaids, in the new model Balkan, with patch pocket yoke Norfolk jacket and TWO PAIRS of full-lined peg-top knickerbocker pants; all dark colorings and heavy winter weight; sizes 6 to 18 years. Regular \$6.50 and \$7.00 values at... **\$4.85**

Boys' English Band Plaided Back Golf Caps, Scotch patterns. Regular \$1.00 values. Special at... **69c**

Boys' Wool Mixed Cashmere Knickerbocker Pants, all dark patterns and winter weight. Sizes 8 to 17 years. Values \$4.00 and \$5.00. Special at... **44c**

Women's Coats \$13.75

Values Worth Up to \$25.00

Tomorrow we shall place on sale a lot of 200 Women's Fall Coats at a big reduction from regular price, as the result of a fortunate purchase.

The models represented are all of the latest and most approved effects, showing the smart Redingote and Polonaise designs, the chic Sport Coat and trimmed and tailored styles.

Materials consist of Genuine Ural Lamb, Salt's Sealette, Arabian Lamb, Box Boucle, Broadcloth, Matelasse Plush, Broadcloth Kersey, Two-toned Boucle, Plain and Striped Boucle, Plaids, Worsteds and Novelty Cloakings.

Some of the Coats are lined to waist with guaranteed satins. Colors of navy, new brown, moss green, novelty plaids, stripes and black.

All sizes from 14 to 20 for misses; 34 to 44 for ladies.

Special—Little Children's Bath Robes

The popular Beacon Blanket Robes, in pretty light colors of pink, blue and tan, also the much desired Indian designs. Finished with cord, pocket, collars and cuffs. Sizes up to 6 years.

Third Floor.

Women's \$1.50 Kid Gloves

A Special Saturday Sale Offering of the Most Wanted Kinds at... **\$1**

One dollar buys gloves worth a third more at our glove department tomorrow—a special price made possible by our forward buying.

Correct 2-clasp Imported Lambskin Overseam Gloves, in black, white, tan, brown and gray—carefully cut and fashioned from selected skins of smooth, pliable quality. Fitted by experts and guaranteed for satisfactory service.

Women's English Walking Gloves, one-clasp mannish kind; of the well known Banno make. Correct shades of tan. Worth \$1.25. Sale price... **\$1.00**

Women's One-clasp Cashmere Gloves, very serviceable and dressy. All sizes. Regular \$1.25 value. Sale price... **\$1.00**

Women's Kayser's Leatherette Gloves, have the appearance of leather. In white, tan and gray. Special at... **50c**

Close Saturday 6 P.M.

Opening Hour Will Be 8:45 as Usual

"Both Sides of 7th St."

"IT PAYS TO DEAL AT GOLDENBERG'S"

Goldenberg's

SEVENTH AND K "THE DEPENDABLE STORE"

\$1.00 Handbags at 79c

Best \$1.00 kinds, of real leather, in the newest shapes, with slit, nickel and gun metal frames. Equipped with safety lock and fitted with purse, adjustable mirror, memo pad and pencil.

Challenge Sale price, 79c for choice.

50c Collar & Cuff Sets

A Remarkable 1/2 Price Sale Offering for Saturday at... **25c**

These Fashionable Laundered Linen Collar and Cuff Sets offered tomorrow at half regular price—the first time they have been sold at less than 50c.

The fad of the hour—they add a smart style touch to the tailored suit or blouse dress. Tomorrow's special sale consists of the most desired kinds of fine laundered linen, in plain and plique effects, shown in the most popular shapes.

Get them in this sale at half price—regular 50c value at 25c a set.

Children's Sweaters

\$1.50 values at... **98c**

They're Fine All-wool Sweaters, in fancy stitch and plain heavy weave, and come in cardinal and navy blue. Close-fitting collar and cuffs, trimmed with pearl or bone buttons. Sizes 6 to 12 years. Special value at 98c.

—Third Floor.

Misses' Medium Weight Underwear

Usual 25c and 35c Qualities... **19c**

You would hardly expect to buy the underwear wanted now at such savings, but it's the way of this store to do unusual things in the way of underclothing on the most desired things.

Misses' Medium-weight Fleece Vests and Pants, with high neck and long sleeves, and ankle pants, in bleached or unbleached. All sizes on sale tomorrow at 19c instead of 25c and 35c.

Women's All-wool "Non-Shrinkable" Underwear, in silver or white. Shirts with high neck and long sleeves; ankle pants; all sizes; fine ribbed. Regular \$1.50 values. Special at... **75c**

Women's Bleached Fleece Vests and Pants, high neck, long sleeves, ankle pants; sizes 4, 5 and 6. Regular 65c values. Special at... **39c**

Women's "Bleached" Underwear, unbleached. Shirts with high neck, long sleeves, ankle pants. All sizes from 4 to 8. Special at 25c and 35c.

Women's Bleached Cotton Fleece Vests and Pants, high neck, long sleeves, ankle pants; sizes 4, 5 and 6. Regular 25c values. Special at... **19c**

Boys' Heavy Unbleached Velvet Ribbed Underwear, shirts with high neck and long sleeves, ankle pants; sizes 2 1/2 to 4. Regular 50c values. Special at... **35c**

Women's "Burson" Stockings

"Seconds" of Regular 25c and 35c Grades Offered at... **15c**

The hosiery that women find so comfortable and satisfactory, because it is knit to fit the foot, "Burson" Hosiery are made with widened leg and narrow ankle and are seamless. This lot in fast black fine line and light and medium weight colors with double heel and toe, in regular and odd sizes.

Because of slight faults they are termed "seconds," but the little hurts do not impair their appearance or serviceability.

Two Hour Sale

FROM 10 A.M. TO 12 M.

25c Water Pails, 12c

Heavy Galvanized Iron Water Pails, 12-gallon size. (Notion Dept.)

75c Door Mats, 33c

Quilted Rubber Door Mats, size 14x20 inches.

39c Coffee Pots, 16c

Enamelled Coffee Pots, six-pint size.

35c Roasting Pans, 16c

Sheet Steel Double Roasting Pans, size 19x15 inches.

50c Saucepans, 25c

Seamless Enamelled Covered Saucepans, 16-pint size.

98c Wash Tubs, 49c

Heavy Galvanized Iron Wash Tubs, 24-inch size. Drop handles.

\$2.50 Oil Heaters, \$1.98

Perfect Coal Oil Heaters, heavy metal body, with center draft burner; smokeless; jetted finish.

\$1.25 Sad Irons, 69c

Mrs. Potts' Best Quality Steam-pressed Sad Irons; three irons, full size; stand and holder.

75c Alarm Clocks, 59c

Nickel-plated Alarm Clocks, American and English, guaranteed, clear dial.

\$3.50 Vacuum Washers, 49c

Vacuum Clothes Washing Machine, washes a tub of clothes in 2 minutes.

25c Lace Collars, 15c

Point Venice Lace Collars, white and cream colors; exquisite and fancy shapes.

25c Windsor Ties, 16c

Silk Windsor Ties, extra quality; black and white, available shades. (Notion Dept.)

35c Val Laces, 19c

Valenciennes Laces, Edging and Insertions; various widths and patterns.

19c Ribbons, 10 1/2c

5-inch Moire and Taffeta Ribbons, in pink, blue, black, red, etc.

Children's 98c Hats, 25c

Children's Hats, of felt and velvet; all colors; suitable for children of all ages. (Millinery Dept.)

Women's \$2 Hats, 39c

Women's Black Velvet Hats, soft or stiff crowns; small and sailor shapes, white and colors.

\$2 Ostrich Bands, 48c

Ostrich Bands, also Ostrich Feathers, in black, white and colors.

Stamped Hdks., 19c

Stamped on fine quality pure linen lawn, light blue and lavender; complete with floss for embroidering on the back.

5c Floss, 2 for 5c

Genuine Gossamer Bone Embroidery Floss, all colors.

50c Tablecloths, 19c

Quarter Finished Turkey Red Table Cloths, assorted patterns.

29c Towels, 2 for 29c

Heavy Double-thread Bleached Turkish Towels, made for the athletic club, by the Y. M. C. A.

59c Scarfs, 29c

Imported German Mercerized Damask Scarfs, hem-stitched all around; two yards long.

39c Shepherd Checks, 23c

50-inch Black and White Shepherd Checks, various sizes.

\$1.00 Suitings, 59c

29-inch All-wool Suitings, neat self-color stripes in black, navy, brown and colors.

\$2.50 Broadcloth, \$1.79

54-inch Black Broadcloth, very fine satin weave, extra quality; full width; wear guaranteed.

\$1.00 Messaline, 69c

36-inch Black Messaline, extra heavy, all silk quality.

\$2 Taffeta Silk, \$1.19

45-inch Black Taffeta Silk, soft cotton finish; wear guaranteed.

\$1.00 Silks, 75c

29-inch New Roman Stripe Messaline and Bengalines, in a large assortment of colors.

50c Suspenders, 33c

Men's "Gusset" Suspenders, white and plain colors, also striped.

25c Collar Buttons, 11c

"Kneecap" 4-karat Gold-plated Collar Buttons, all shapes.

\$1 values at... 69c

Fine quality Sateen Petticoats, highly mercerized and serviceable kind for general wear. In all the newest shades, such as Russian green, navy and King's blue, emerald and dark brown, with stylish flounces; also plain black with tailored flounce and dust ruffle.

Third Floor.

Boys' English Band Plaided Back Golf Caps, Scotch patterns. Regular \$1.00 values. Special at... **69c**

Boys' Wool Mixed Cashmere Knickerbocker Pants, all dark patterns and winter weight. Sizes 8 to 17 years. Values \$4.00 and \$5.00. Special at... **44c**

Women's Coats \$13.75

Values Worth Up to \$25.00

Tomorrow we shall place on sale a lot of 200 Women's Fall Coats at a big reduction from regular price, as the result of a fortunate purchase.

The models represented are all of the latest and most approved effects, showing the smart Redingote and Polonaise designs, the chic Sport Coat and trimmed and tailored styles.

Materials consist of Genuine Ural Lamb, Salt's Sealette, Arabian Lamb, Box Boucle, Broadcloth, Matelasse Plush, Broadcloth Kersey, Two-toned Boucle, Plain and Striped Boucle, Plaids, Worsteds and Novelty Cloakings.

Some of the Coats are lined to waist with guaranteed satins. Colors of navy, new brown, moss green, novelty plaids, stripes and black.

All sizes from 14 to 20 for misses; 34 to 44 for ladies.

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Correct 2-clasp Imported Lambskin Overseam Gloves, in black, white, tan, brown and gray—carefully cut and fashioned from selected skins of smooth, pliable quality. Fitted by experts and guaranteed for satisfactory service.

Women's English Walking Gloves, one-clasp mannish kind; of the well known Banno make. Correct shades of tan. Worth \$1.25. Sale price... **\$1.00**

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Women's Kayser's Leatherette Gloves, have the appearance of leather. In white, tan and gray. Special at... **50c**

Girls' School Dresses

Regular \$1.00 values at... **59c**

New and stylish models for school wear, made of heavy-weight galathea, in a varied assortment of neat stripes of light blue, navy and tan. Long waists, stylishly trimmed with red and navy piping and bands, finished with laces; high neck and long sleeves, with pleated skirts. Sizes 6 to 14 years. Just the dressess wanted now for school and general wear. Exceptional values at 59c.

Angora Scarfs and Boudoir Caps

Angora Scarfs, full width and length. The very latest novelty of the season. In magenta, Yale blue, gray and white. Regular 75c value. Offered at... **49c**

Boudoir Caps, of net and wide satin ribbon; also pretty dolly Varden patterns. Trimmed with dainty ribbon bows, in blue, pink and lavender. Regular 39c values. Special at... **25c**

Sateen Petticoats

Fine quality Sateen Petticoats, highly mercerized and serviceable kind for general wear. In all the newest shades, such as Russian green, navy and King's blue, emerald and dark brown, with stylish flounces; also plain black with tailored flounce and dust ruffle.

Third Floor.

Children's Sweaters

\$1.50 values at... **98c**

They're Fine All-wool Sweaters, in fancy stitch and plain heavy weave, and come in cardinal and navy blue. Close-fitting collar and cuffs, trimmed with pearl or bone buttons. Sizes 6 to 12 years. Special value at 98c.

—Third Floor.

50c Collar & Cuff Sets

A Remarkable 1/2 Price Sale Offering for Saturday at... **25c**

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Third Floor.

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